

Message Text

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ACTION COME-00

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4839

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E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: MARKET RESEARCH - EQUIPMENT AND INSTRUMENTS
FOR THE MARINE INDUSTRY

REF: STATE A-6963

1. RESEARCH CONTRACTOR HAS ASKED EMBASSY CLARIFY AREAS TO BE
SURVEYED RE SUBJECT MR PROJECT.

2. SUBJECT AIRGRAM TITLE RELATES MARINE INDUSTRY WHILE
SPECIFICATIONS APPARENTLY FOCUSES ON OCEANOGRAPHIC EQUIPMENT
AND INSTRUMENTS AND INCIDENTALLY ON SOME MARINE COMMUNICATIONS
EQUIPMENT. EMBASSY UNDERSTANDS THIS RESEARCH CONDUCTED IN
SUPPORT OF AUGUST OCEANOGRAPHIC TC SHOW. ALTHOUGH THERE IS
SOME OVERLAP IN PRODUCT CATEGORY WITH MARINE AND OCEANOGRAPHIC
MARKETS AND IMPORTERS MAY HANDLE EQUIPMENT AND INSTRUMENTS
FOR BOTH THESE SECTORS, THE END USER SECTORS ARE DIFFERENT,
I.E., SHIPBUILDING COMPANIES, MARINE ARCHITECTS, OIL
COMPANIES, OCEANOGRAPHIC RESEARCH ORGANIZATIONS, ETC.
TO SURVEY ALL END-USER GROUPS WOULD DILUTE THE SUB-
STANCE OF THE SURVEY SINCE TOTAL 25 REQUIRED INTERIEWS
WOULD ALLOW FOR MINIMUM COVERAGE OF EACH END USER
SECTOR. ALTHOUGH EMBASSY HAS PREVIOUSLY SUGGESTED RE-
SEARCH BE UNDERTAKEN ON MARINE EQUIPMENT, WE DO NOT
BELIEVE IT WISE TO COMBINE TWO STUDIES INTO ONE GIVEN
BUDGET AND TIME LIMITATIONS. EMBASSY SUGGESTS RESEARCHER
CONCENTRATE ON OCEANOGRAPHIC/OFF-SHORE TECHNOLOGY MARKETS,
AND PROVIDE INFORMATION RELEVANT TO PRODUCTS USED ABOARD
COMMERCIAL VESSELS ONLY AS OBTAINED IN COURSE OF DIS-
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CUSSIONS WITH AGENTS. PLEASE ADVISE SOONEST, AS CONTRACTOR

UNCERTAIN HOW TO STRUCTURE RESEARCH.
HODGSON

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